

LOCALISM INITIATIVES

Local News

- Provide details on your station's investment in local news. WREX Newscasts are heavily community oriented and interested in community problems and issues, we devote a considerable amount of news time to the coverage of community issues. Our newscasts average 90 percent local versus national news. For example, WREX guarantees at least 30 minutes of political coverage each week, which includes information that directly affects local voters.
- How many local newscasts are aired per week? WREX airs newscasts at 530am, 12pm, 5pm, 6pm and 10pm Monday-Friday, 6pm and 10pm on Saturday and 10pm on Sunday for a total of 28 newscasts a week. Additionally we do scheduled News Cut-ins from 7-10am Monday-Friday on WREX, and News Cut-ins on the ½ Hour and Hour on CNN Headline News.
- What percentage of your daily programming is devoted to local news? 15% of our daily programming is committed to Local Newscasts.
- Has your station added newscasts in the morning or at other times? We continue to air morning and noon newscasts as a community service even though it does not generate positive revenue.
- Give examples of how your website is used to enhance local news coverage. On a daily basis, Monday-Friday, WREX updates their website with local new stories. In addition we stream all of our newscasts. WREX.com also includes information on local events, political websites, polls and community resources. For three months before the November 2004 election, WREX included specific websites for the candidates in the upcoming election. It allowed viewers to go to one site to find the information they need.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues. Every newscast is devoted to these issues as well as "13 Cares" a ½ hour Public Service program that airs weekly. We have additionally guaranteed a minimum of 30 minutes a week for Political coverage throughout the political window. We also have a fixed schedule in which PSA announcements run during the day.
- Describe the nature of such programs (call-in shows with community or political leaders, interviews, issues highlights). "13 Cares" is a ½ hour weekly Public Service show involving interviews with community leaders on "hot" topics that make a difference in the community.
- Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes How often? Daily How long are such segments? 3 minutes in 13 News Today and 2 minutes in 13 News @ Noon Give examples. We might interview a police officer on the safety of Trick or Treating. We could have the a guest from the American Cancer Society speak about Breast Cancer Awareness.

Creating or Selecting Programming

- Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review emailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples. WREX Department Heads review community needs programming during the weekly Department Head Meeting. We have developed a community events form that is filled out and reviewed during the weekly meetings, we also accept any mailed, emailed or hand delivered suggestions for review. We conduct weekly polls on our website covering various topics such as,

"do you think Illinois Lawmakers should put a ban on assault weapons".should put a b an on assault weapons?

- Preemptions: provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates, local sporting events, or because the network programming diverged from local community standards. While we offered to do a Political Debate this year for the US Senate this did not happen as a result of the changing of the candidates. WREX has aired local College games, however with the tightening of the Network preemption basket we can no longer accommodate these games. WREX screens programming that is questionable in content. Last year WREX preempted a Law & Order Crime & Punishment episode due to sexual content. WREX in conjunction with the Rockford Register Star will be broadcasting a Mayoral Debate in the spring of 2005.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community. The WREX News Department implements a standard plan for emergencies, including weather issues. The severity of the situation is judged by the station and newsroom management. If it is deemed serious in nature, or if it affects a significant number of viewers, the information is immediately put on the air in the form of a cut-in or crawl. Traffic situations are typically dealt with in a squeeze back or crawl. Weather emergencies are always handled with a live cut-in. Information is also immediately put onto the station's website and updated accordingly.

- Describe your station's investment in ENG or weather forecasting equipment.

WREX-TV uses the Weather Central forecasting equipment. We have the Most powerful live dopplar link in the market. In addition, WREX utilizes the WX Warn system which includes a small radar (bug) in the lower left-hand corner of the television screen. It gives viewers an immediate look at where the weather system is and how soon it would affect them. WREX also has several live possibilities. We have a live truck along with two additional microwave links and two skycams to help with coverage of breaking news.

- Does your station participate in AMBER or EAS (e.g., as a Local Primary or Monitoring Station)? WREX participates in the AMBER alert in various formats. We are committed to getting appropriate information on to the viewers as soon as possible.

Political Programming

- Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers. WREX offered to do a US Senate Debate in Rockford, however due to the changing in Republican candidates this did not happen. We did however tape delay the debate that was held on 10/21/04 and aired it 10/23/04 @ 1230pm. WREX in conjunction with the Rockford Register Star will be broadcasting a Mayoral Debate in the spring of 2005.

- Does your station offer candidates other types of free air time? Give examples, and include examples of candidates declining offers of free air time. We have a guarantee of a minimum of 30 minutes a week that we have provided political candidates. Candidates are given the choice of a longer format interview during our 13 Cares programming. So far, no local candidates have refused the offer of a lengthy interview. The two candidates for U.S. Senate were not able to accommodate us in their schedules.

- Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? Prior to the election WREX-TV employs the help of three political analysts; a local college professor and two political editors from a local newspaper. They appear once or twice a week on our newscasts to analyze issues affected different races. Again, WREX-TV is committed to at least 30 minutes each week to examine local political issues.

- Does the station cover local campaign and/or convention events? The news department spends several hours a week covering campaign announcements and/or convention events. During the Republican and Democratic National Conventions in 2004, WREX covered both extensively using both the national network reporters and local analysts and voters.

- Describe the station's participation in promoting voter registration drives. We have several employees that are voter registrars. In addition we have PSA's running that encourage voter registration and getting out to vote PSA's. We have a fixed PSA schedule including prime time as well as other dayparts that these spots have been running in.

- Give examples of how your website is used to enhance political coverage. Every story we show on WREX newscasts appears in another form on the WREX website. We also include a link on our website to voter information including links to county clerk offices, candidate websites and political party websites.

Civic, Cultural and Other Community-Responsive Programming

- Describe all programming targeted at particular segments of the community, including the number of hours weekly, and the nature of the programming (e.g., foreign language, youth, women, minorities, farmers, religious groups, etc.) Ag Day Monday-Friday and Saturdays, Day of Discovery on Sundays, 700 Club Monday-Friday, Mass for Shut-Ins on Sundays plus a thought for the day which airs at 659a every weekday. For the youth we air 3 hours of Teen programming on Saturdays. We run PSA's celebrating Hanukkah and Kwanzaa. We also promote the Festiva Italiana We support fundraiser for LaVoz Latina and have participated in RAMM (Rockford Area Minority Management). We are the Media sponsor for the Rockford ProAm which supports the First Tee Minority Youth Golf Initiative. We provide job shadowing as well as internship programs in an effort to expose youth the broadcast industry.

- Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. Give examples. WREX-TV tries to cover most of the local events. In sports, we include special Programming dedicated to High School Football and High School Basketball. We also cover the professional sports teams in the area. We have regularly been involved in community outreach programs with the police and fire departments. Our staff has been involved in the planning and coverage of the Fire Department's annual "Safety Fair" each year. We have participated in benefits for local theatre groups and in December will air the holiday pops concert for the Rockford Symphony Orchestra. We are also sponsors of the entire Symphony season. WREX is a sponsor of the Broadway Series at the Coronado Theatre. WREX spearheaded a fundraiser for New American Theatre. This fundraiser raised enough money to keep New American Theatre open another year. WREX is the proud sponsor of the DinoCam at the Burpee Mueum, which provides live webcasting of the unearthing of Dinosaur Jane.

- Describe any PSAs local groups or addressing local issues. Give examples of any particularly successful campaigns. Most recently WREX produced and aired

24 PSA's in support of the non-for-profit organizations supported by the Waterfront Festival.

- Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues. WREX dedicates a reporter to health and safety issues in the community. She addresses issues such as health hazards and safety. Recently, we responded to a request by the Rockford Area Veterinary Association to air warnings about the dangers of bats and how serious a bite can be. Our staff also is very involved in raising awareness about breast cancer, asthma, leukemia and muscular dystrophy. Our staff has donated time and effort to the causes, along with hosting each of those events.

Music

- Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples. "13 Cares" promotes local musicians such as Phantom Regiment Drum & Bugle Corp. Time is set aside during Waterfront coverage to interview local musical acts.

Station Participation in Community Activities

- Give examples of your station's support of non-profit and charity initiatives, such as telethons and other efforts on behalf of the March of Dimes, United Way, Make-A-Wish, etc. Are station executives on the boards of such groups? WREX encourages all employees to participate in non-profit and charity initiatives. On Labor Day WREX airs the MDA telethon every year. Several employees belong to various Boards, including Red Cross, United Way, Arthritis Foundation, Children's Home & Aid Society, Rockford Art Museum, Spectrum School, March of Dimes, etc.

- Provide examples of how your station promotes causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. Each year WREX partners with the Rock River Blood Bank to promote their holiday blood drive. During our 6pm newscast we air the amount of blood received and the amount of blood required. The Rock River Blood Bank has presented WREX with an outstanding Media Award for the past several years. WREX employees donate a day each holiday season to ring the Salvation Army bell.

- Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs. WREX has established a Speakers Bureau. A letter has been sent to all local colleges and High Schools where we invite them to request any WREX personnel to speak to their students on any broadcast subject. We have spoke to over 50 classes on multiple subjects. This service has been extremely successful.

- Does your station cover school board or PTA meetings, or important education-related issues? Give examples. WREX-TV implemented a beat system for reporters some time ago. We have a reporter dedicated to education. She covers all of the Rockford School Board meetings. In addition, she provides regular updates on other school districts and issues that may affect them. Not only does WREX-TV feel it is imperative that we address education issues, some in the community have even dubbed us, "The Education Station".